



DAY 1 Do What You Love - Love What You Do

Post-Secondary Education

CURRICULUM CONNECTIONS

Interdisciplinary - All subject areas

MATERIALS AND PREPARATION

Handout - a list of web sites containing entrepreneurship resources for students in Atlantic Canada

BACKGROUND

The philosopher, Confucius, is credited with the quote, **“Choose a job you love, and you will never have to work a day in your life.”** yet many people are in jobs and even careers that are not fulfilling. Entrepreneurship can be about loving what you do and doing what you love.

Doing what you love is about finding a career that fills you with passion. It is about being engaged in your work, satisfied with your career, and empowered by doing what you are doing.

Loving what you do is about finding meaning and passion in your career. Apple founder, Steve Jobs, said, “The only way to do great work is to love what you do.” Many people pursue opportunities through social enterprises because they love the outcome associated with what they are doing.

As students progress through their post-secondary courses, it is valuable to ask them which subjects and courses light that passion within them and to help them create a career path that is appropriate for them based on “doing what they love” and/or “loving what they do.”

To open the discussion, show students how to broaden their scopes of career possibilities by demonstrating how to undertake a search within the National Occupational Classification (NOC) database (<http://noc.esdc.gc.ca/English/noc/welcome.aspx?ver=16>) using a broad subject area. For example, a search on **“MUSIC”** produces a list of potential career possibilities for music majors. The list provides potential career opportunities, some that are appropriate for potential entrepreneurial ventures.

One of the major hurdles for students pursuing entrepreneurship is financial resources, so we have included links to funding possibilities.

PROFESSORS / INSTRUCTORS / STUDENT CAREER COUNSELLORS

The intention of this day’s activity is to help students gain more awareness of how their chosen field of study melds with their career path. This day’s activity also helps to emphasize that this is a perfect time to start putting some steps in place to explore the array of options available post-graduation from college/university.



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HANDOUT

This is a list of web sites containing entrepreneurship resources for students in Atlantic Canada:

- National Occupational Code database. It can be valuable to search using a broad term (e.g., music, sports, etc.) to gain a better idea of what opportunities may be available in your selected line of study and interest:
<http://noc.esdc.gc.ca/English/noc/QuickSearch.aspx?ver=16&val65=music>
- Futurpreneur. Information for 18–34 year-olds investigating starting a business (access to financing, a business plan template, available mentors, and much more): <http://Futurpreneur.ca>
- Atlantic Canada Opportunities Agency: <http://www.acoa-apecca.gc.ca>
- New Brunswick Government: http://www2.gnb.ca/content/gnb/en/gateways/for_business.html
- Newfoundland and Labrador Government: <http://tcii.gov.nl.ca>
- Nova Scotia Government: <https://novascotia.ca/business/>
- Prince Edward Island Government: <http://princeedwardisland.ca>
- General Canadian Government Business Assistance Site: <https://www.canada.ca/en/services/business/start.html>
- Canadian Government Site for business grants: <https://www.canada.ca/en/services/business/grants.html>
- Canada Business Site for everything business (licenses and other information): <http://canadabusiness.ca/>
- Canadian Business Development Bank: <http://bdc.ca/>
- Canadian Small Business Financing Program: www.ic.gc.ca/csbfa
- My Blueprint: <http://www.myblueprint.ca>
- Career Cruising: <http://www.careercruising.com>
- Crowd Funding Sites with potential for Social Enterprise Financing:
<https://www.kickstarter.com>, <https://ca.gofundme.com>, <https://indiegogo.com>
These are three of more than 100 available crowd-sourcing sites. Individual sites are normally intended for specific venture types (commercial ventures, social enterprise businesses, fundraising for a person's medical bills, etc.). Choose the crowd funding platform appropriate for your venture or purpose.